



Office Locations: Casper,
Cheyenne, Gillette, Laramie,
Powell, Riverton, Rock Springs

MID-AMERICA MANUFACTURING TECHNOLOGY CENTER – WYOMING
(MAMTC – WYOMING) Serving firms throughout Wyoming from seven field offices.
Contact: Paul Clay, 10561 Barkley, Suite 602, Overland Park, KS 66212, (913) 649-4333,
Fax: (913) 649-4498, Email: pclay@mamtc.com, Website: <http://www.mamtc.com>

THE MANUFACTURING EXTENSION PARTNERSHIP IN WYOMING

Manufacturing Extension Partnership (MEP) is a nationwide system of services and support for smaller manufacturers to become more globally competitive. At the heart of the system is a network of affiliated, locally-based manufacturing extension centers. Each center, like MAMTC - Wyoming, is a partnership, typically involving federal, state, and local governments; industry; educational institutions; and other sources of expertise, information and funding support.

COMPANY CLIPS

Coffins of the West Fine Tunes Its Web Site

Coffins of the West, located in Powell, Wyoming, is a new business venture for owner Steve Cranford. Before he began making original western-inspired wood coffins, Mr. Cranford had been building furniture, and refinishing and restoring antiques. Mr. Cranford's coffin-making career began years earlier when he worked for a western furniture store in Cody, Wyoming. He was asked to build a coffin for the owner's brother. He made a simple box coffin with family brands on either end. After the funeral, many friends and family of the deceased commented on how much they appreciated the personalized coffin. That experience showed Mr. Cranford that there was a need and desire for something simpler, something personal, with warmth and character that mortuaries don't provide. Mr. Cranford began developing original designs that would convey a personal touch and reflect traditional western values of simplicity and beauty.

Coffins of the West began working with a web designer to build a website for the new business. Mr. Cranford believes that the Internet is the most viable means of marketing a non-traditional product directly to the consumer. He was confident in the web designer's abilities but wanted another opinion of the site's design and content. Coffins of the West contacted the Mid-America Manufacturing Technology Center (MAMTC) for help.

MAMTC reviewed the site with Coffins of the West and made suggestions on how it could be improved, and recommended that the buttons should "roll over," that each page should share a similar look and feel, and that meta tags be added. In addition, MAMTC suggested that a "links of interest" page be added to give consumers access to information that might be helpful. The design company working with Mr. Cranford incorporated the suggested changes and is still finalizing the website. Coffins of the West will take the site public this year after it expands the shop to accommodate anticipated sales increases.

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STATE STATS

DATA* COVERS JANUARY TO DECEMBER 2001

Number of projects completed with firms
65

Federal cost share for current
operating year
\$369,100

State/other cost share for current
operating year
\$738,200

**Data as reported from center*

DATA** COVERS JANUARY TO DECEMBER 2001

Increased sales & retained Sales
\$267,120

Client capital investment
\$512,000

Total cost savings
\$704,700

Jobs (created & retained)
17

***Source: Independent client impact survey*



Star Tech Seeks Ways to Improve Environmental Quality

Star Tech Corporation, located in Riverton, Wyoming, manufactures treadmill rollers. The privately owned corporation was established in 1989 and employs 40 people. Star Tech's product manufacturing process met the standards of the Wyoming Department of Environmental Quality, yet the company wanted to undertake a waste management and environmental assessment. Company management contacted the Mid-America Manufacturing Technology Center (MAMTC) for assistance.

In conjunction with the Wyoming Department of Environmental Quality (WDEQ), MAMTC agreed to work with Star Tech to perform a waste minimization and environmental assessment. Star Tech's manufacturing process generates non-hazardous and hazardous waste waters, which are evaporated together. Although the process meets the environmental standards of the WDEQ, segregating the non-hazardous waste and evaporating the hazardous waste separately could cut energy costs, resulting in estimated annual savings of \$5000. MAMTC assisted and educated the company about environmental options, and made recommendations regarding waste reduction.

Star Tech covers its treadmill rollers with a black oxide treatment containing selenium, which requires a costly hazardous waste disposal method. MAMTC pointed out that the process costs the company about \$25,000 in energy and disposal costs yearly. As a result of the assessment, Star Tech is considering a filtration unit to remove and recycle selenium from the rinse water in lieu of evaporation and disposal.